

Section I:
AMENDMENT UNDER 37 CFR §1.121 to the
CLAIMS

Please amend the claims as shown:

1. (currently amended) A method for dynamically generating targeted electronic advertisements comprising the steps of:

providing a first data object repository containing a plurality of human model still image data

objects, each of said human model still image data objects being indexed to one or more demographic image characteristics selected from a group consisting of ethnic appearance, age appearance, gender appearance, and income level appearance;

providing a second data object repository containing a plurality of advertisement message still image data objects, said advertisement message still image data objects containing a plurality of differing advertisement messages and being devoid of human model images, said second data object repository being separate from said first data object repository, said advertisement message still image data objects being indexed to at least one advertisement effectiveness data table by said demographic image characteristics;

responsive to a web page request from a user of a web browser:

receiving a plurality of visitor identification data items selected from a group consisting of a user identification, a user's ethnic background, a user's age, a user's gender, and a user's income level;

selecting a human model still image data object from said first data object repository by matching one or more of said visitor identification data items to said indexed demographic image characteristics;

selecting an advertisement message still image data object from said second data object repository by matching one or more of said visitor identification data items to said indexed demographic characteristics; and

overlaying dynamically generating composite electronic advertisement still image data object by overlaying said selected human model still image data object on top of [[onto]] said selected advertisement message still image data object wherein a single composite electronic advertisement still image data object is dynamically

generated using image processing edge smoothing;
subsequent to said overlaying, transmitting said single composite electronic
advertisement still image data object to said web browser; and
displaying said single composite electronic advertisement still image data object to said
user by said web browser.

Claims 2 - 29 (cancelled)